

*Sust. Fest*  
*8/23-25*

2070824767

## **PHILIP MORRIS USA**

120 PARK AVENUE, NEW YORK, NY 10017-5592

**TO:** Joann Intogna

**DATE:** August 15, 1996

**FROM:** Donna Hingst



**SUBJECT:** Event Fact Sheet for the New York Irish Family Fest '96 - New York, NY

Marlboro & Community Event Marketing will be sponsoring the New York Irish Family Fest '96 from August 23-25, 1996. Specific information is as follows:

**EVENT:** NEW YORK IRISH FAMILY FEST '96

**DATES:** August 23 - 25, 1996

**TIME:**

Friday	8/23	6:00 p.m. - 11:00 p.m.
Saturday	8/24	12:00 noon - 11:00 p.m.
Sunday	8/25	10:30 a.m. - 11:00 p.m.

**LOCATION:** Belmont Park Racetrack  
Long Island, New York

**PROMOTER CONTACT:** Steve Duggan  
Chairman  
New York Irish Family Festival Inc.  
519 Second Avenue  
New York, NY 10016  
(212) 686-1210  
(718) 460-5370

**PHILIP MORRIS  
ACTIVITIES:**

As a sponsor of the event, Philip Morris will be entitled to the following:

- exclusive tobacco sponsorship of the event;
- one 10' x 22' promotional tent and three promotional kiosks, which will be provided by Philip Morris, at locations at the site of the event to be mutually agreed upon by the parties;
- the right to hang and display banners and signage on and around the promotional tent and the promotional kiosks and at other locations at the site of the event to be mutually agreed upon by the parties;
- the exclusive right to conduct tobacco sales, name generation activities and branded incentive item distribution among smokers twenty-one years of age or older from the promotional tent and promotional kiosks and from other promotional locations at the site of the event to be mutually agreed upon by the parties.

2070824768

**FIELD SALES  
CONTACT:**

Alan Berlin  
Philip Morris USA  
100 Walnut Avenue  
Suite #401  
Clark, NJ 07066  
(908) 396-3660  
FAX 396-3666

**SHIPMENT OF  
MATERIALS:**

The following materials have been shipped to:

Phoenix Marketing  
4132 Sunrise Highway  
Oakdale, NY 11769  
(516) 244-2930

<u>ITEM</u>	<u>QUANTITY</u>
Towels	0
Duffle Bags	100
T-Shirts	360
Hats	432
Cassette CS	500
Flashlight	1200
Plastic Bags	1000
Lighters	8000
Banners: 3 x 5 and 4 x 10	5 each

All residual materials must be shipped to the next event location.

**MANPOWER:**

Phoenix Marketing will handle all on-site Marlboro activities. Should there be any interest from Sales Representatives willing to volunteer their service, they are welcome to assist Phoenix Marketing in implementing the established consumer program. Please contact Steve Bellissimo at Phoenix Marketing at (516) 244-2930.

Should you have any questions or concerns, please feel free to contact me at (212) 878-2461.

cc: S. Anderson  
A. Berlin  
I. Broeman  
T. Carraro  
J. Fontanez  
K. McGrath  
S. Norris  
V. Murphy  
S. Portnoy  
S. Sampson  
N. Suter  
D. Tatum  
T. Young

S. Bellissimo - Phoenix Marketing

2070824769